

**CITY OF LYNNWOOD
RESOLUTION NO. 2011-07**

**A RESOLUTION APPROVING THE LYNNWOOD CITYWIDE
BRANDING FINAL REPORT INCLUDING THE BRAND CONCEPT,
BRAND CREDO, AND BRAND VISUALS AS PREPARED BY NORTH
STAR DESTINATION STRATEGIES**

WHEREAS, the City of Lynnwood recognizes the need for a citywide brand to support community image, outreach and marketing; and

WHEREAS, on November 22, 2004 the City Council of the City of Lynnwood adopted the Citywide Economic Development Action Plan which calls for developing a citywide brand; and

WHEREAS, on January 26, 2009 City Council adopted the Lynnwood Community Vision document, which calls for creation and enhancement of Lynnwood's brand identity; and

WHEREAS, on July 27, 2009 City Council authorized the Mayor to enter into an agreement with North Star Destination Strategies for the citywide branding project; and

WHEREAS, NorthStar Destination Strategies conducted extensive research to identify the strengths, weaknesses and unique assets of Lynnwood as perceived by residents, stakeholders, competitors and surrounding communities; and

WHEREAS, the research conducted by NorthStar Destination Strategies formed the basis for development of the Lynnwood brand, brand concept, brand credo and brand visuals; and

WHEREAS, on July 19, 2010 the City of Lynnwood Branding Steering Committee working with North Star Destination Strategies recommended that the Lynnwood Citywide Brand be adopted; and

WHEREAS, on August 20, 2010 North Star Destination Strategies submitted their Final Report to the City of Lynnwood; and

WHEREAS, the Lynnwood City Council, and the Mayor and Department Directors have reviewed the branding materials as part of the approval process;

**NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF LYNNWOOD
DOES HEREBY RESOLVE THAT:**

- A. The Lynnwood, Washington BrandPrint Final Report, dated August 20, 2010, as prepared by North Star Destination Strategies is accepted by the City of Lynnwood.

- B. The Lynnwood Brand Credo, Brand Vocabulary, Brand Look, and Brand Graphic Standards as included in the BrandPrint Final Report as prepared by North Star Destination Strategies, recommended by the Branding Steering Committee, and attached as Exhibit A is approved as the official Lynnwood Brand.

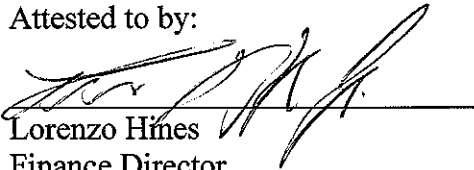
EFFECTIVE DATE. This resolution shall be effective immediately upon passage thereof.

ADOPTED by the City Council of the City of Lynnwood, Washington, at its regular meeting held the 23rd of May 2011.

SIGNED AND APPROVED by the Mayor of the City of Lynnwood, Washington, this 25th day of May 2011.


Don Gough, Mayor

Attested to by:


Lorenzo Hines
Finance Director

Approved As To Form:

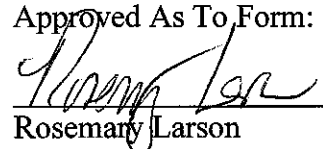

Rosemary Larson
City Attorney

EXHIBIT A

1. Brand Credo:

Lynnwood, Washington: An enticement in suburban Seattle for those seeking world-class shopping matched only by world-class deals. But for those who live here, Lynnwood offers a great deal more. It's an amazing secret that's just too good not to share. Situated at the northern intersection of I-5 and I-405, Lynnwood is the kind of place people can't stop talking about. And while everyone knows about our shopping, it's important to discover all the other things we have to offer as well. In Lynnwood, you'll find art and culture, parks and trails, higher education and more. We're a people-focused community built on a tapestry of human connection. Only in a city like ours could you find so much coming together in such a vast marketplace of opportunity. And when it comes to opportunity, you'll find plenty of that here as well. You'll also find a diverse population with an entrepreneurial spirit actively shaping the city's progress as a leading marketplace of business and commerce. With our unique location, superior accessibility and vision for the future, we're perfectly positioned to continue our growth. In Lynnwood, the city limits aren't really limiting at all because if you can't find it here, you probably don't need it after all. Lynnwood, Washington. A place where the best deals aren't necessarily the ones you might expect. A community that has all the things you're looking for, plus a great deal more

2. Brand Vocabulary:

Reward, Abundant, Opportunity Deal, Plenty, Value, Possibility, Create, Accessible, Convenient, Boundless, Share, Interaction, Activity, Vibrant, Bustling, Extra, Trade, Additional, Open, Market, Exposition, Crossroads, Center, Added, Exceed, Exchange, Positioned, Tapestry, Connection, Network, Welcoming, Accepting, Inclusive, Available, Energy

3. Brand Look:



4. Brand Graphic Standards:

As described in the Lynnwood, WA Logo and Graphic Standards within the BrandPrint as provided by NorthStar Destination Strategies dated August, 20, 2010.